

CABLE TELEVISION PRODUCTION MANAGER

GRADE: 24

FLSA: EXEMPT

CHARACTERISTICS OF CLASS:

The Cable Television Production Manager performs difficult professional and administrative work involved in planning, organizing, and directing the City's Cable Television programming. The incumbent creates original programming that strategically reaches, informs, educates, and involves citizen and target audiences; and, serves as executive producer for the planning and production of on-air broadcasts for the City of Rockville and its government television channel. The work involves researching, writing, producing, reporting and hosting news stories and programs, documentaries, and promotional videos for on-air presentations. The incumbent establishes and maintains contacts within and outside the City to explain and present information on specialized matters that are of interest or concern to the citizens of Rockville as well as surrounding communities. The incumbent receives general direction from the Communications Manager. Work is performed under the standardized practices and procedures of broadcast journalism and production. The physical demands are moderate, occasionally lifting heavy video equipment and the working conditions are good. The incumbent supervises the work of one or more Cable Television Production Specialists and coordinates production details, schedules and assignments with the Associate Producer/Director, and the Video Technician.

EXPECTATIONS OF ALL CITY EMPLOYEES:

- Learn and demonstrate an understanding of City, department, division and team goals.
- Serve and meet the needs of customers during routine or emergency situations.
- Ability and willingness to work as part of a team, to demonstrate team skills and to perform a fair share of team responsibilities.
- Ability to assess his/her work performance or the work performance of the team. Plan and organize his/her work, time and resources, and if applicable that of subordinates.
- Contribute to the development of others and/or the working unit or overall organization.
- Produce desired work outcomes including quality, quantity and timeliness.
- Communicate effectively with peers, supervisors, subordinates and people to whom service is provided.
- Understand and value differences in employees and value input from others.
- Consistently report to work and work assignments prepared and on schedule.
- Consistently display a positive behavior with regard to work, willingly accept constructive criticism and be respectful of others.

EXAMPLES OF DUTIES:

- Manages, plans, organizes and directs programming and production for the City's Cable Television station; hires, directs, and schedules production and technical staff

to include oversight of hiring and contractual agreements for freelance personnel; sets annual goals and performance measures for staff, including performing annual reviews; establishes priorities and standard operating procedures; promotes a customer service attitude among Cable TV employees and freelance staff.

- Develops, implements, and monitors the Cable Television operating, supplemental, and capital improvement budgets; assists the Communication Officer with developing internal and external policies, determining programming guidelines and setting short and long-term budgetary goals and objectives.
- Conceptualizes, develops, and implements a variety of Cable programming covering news, documentaries, and promotional videos related to City programs, service, activities, and departments; determines program subject matter and editorial content; researches, writes, selects video content and graphics, and coordinates production schedules for on-air presentation; serves as host and/or performs as on-air talent, as needed.
- Collaborates with the Mayor, Council, City Manager, Communications Office and other City departments and Rockville City citizens to develop and research information for on-air programs; assesses Citywide departmental television needs to develop, produce and strategically market new programming; participates in the development of comprehensive strategies and approaches for marketing Rockville locally, regionally, and nationally.
- Generates and develops ideas for new and original in-house programs and productions to address the goals and priorities of the City and individual departments and programs; determines best story content and length of on-air presentations; serves as project lead and department liaison on all on-air presentations.
- Determines appropriate format and ensures programs and stories are produced to most effectively, and interestingly communicate, with available resources.
- Performs other duties as required.

QUALIFICATIONS:

Required Training and Experience:

Graduation from an accredited college or university with major course work in broadcasting, communications, journalism, political science or related field, and four years experience in broadcast programming and/or production, two years of which must have been in a supervisory capacity. Driver's license required.

Preferred Knowledge, Skills and Abilities:

- Knowledge of current television industry trends, techniques, and technology.
- Knowledge of television script and broadcast news writing principles and story development techniques.
- Knowledge of electronic field production management.
- Knowledge of government access and Federal Communications Commission regulations and standards that apply to the broadcast industry.

- Skill in researching and producing television programs, documentaries, and Public Service Announcements.
- Understanding of issues of current interest to City residents.
- Knowledge of application and production of videotapes.
- Understanding of the functions, services, regulations and procedures of City departments.
- Supervisory and managerial skills.